



“EVERYTHING  
WE DO  
IS FOR A BETTER  
LIFE”



**SABRI ÜLKER**

FOOD RESEARCH  
FOUNDATION

2014  
Annual Report

# Contents

From our Foundation Chairman	2
Balanced Nutrition Education Project	4
Balanced Nutrition Project Research Results	11
Balanced Nutrition Partnership With Universities	21
April 23 Cartoon Teaches Children to Eat Healthy	22
Balanced Nutrition - Warner Bros. Partnership	23
2. Nutrition and Healthy Lifestyle Summit	24
Panel Session: We All Want To Lead A Healthy Life, But How?	28
Sabri Ülker Science Award 2014	30
Publicity Activities of 2014	31
Website, Social Media and Publications	36

## From our Foundation Chairman

**M. Oltan SUNGURLU**

Sabri Ülker Food Research Foundation Chairman



*“2014 was an exciting year full of firsts and awards.”*

2014 was an exciting year full of firsts and awards.

Supporting research and educational programs was a key milestone on the Sabri Ülker Food Research Foundation's road to reaching its main goal. We held the first Sabri Ülker Science Award Competition this year in light of this goal, and awarded projects that would contribute to nutritional science, food and health. In our rapidly growing Balanced Nutrition Project, we gave awards to teachers who presented Best Practices, as well as students who produced artwork depicting balanced diet which they learned about in class. We launched the Balanced Diet: Cooperation with Universities project. We worked with the world-famous Warner Bros company to teach balanced nutrition to our students through entertainment with their favorite cartoons. We edited the Balanced Nutrition teachers' handbooks as three volumes, organized according to the grade levels of our students.

As the Sabri Ülker Food Research Foundation, we have made it our mission to assist our children in developing the habit of sufficient and balanced nutrition. With this in mind, and following on the cooperation protocol that several school districts signed with our Foundation on May 9, 2011, we launched an education project called "Balanced Nutrition" in our four pilot provinces of Istanbul, Izmir, Gaziantep, and Trabzon during the 2011-2012 school year. This project was developed under the auspices of the Ministry of National Education and attracted the valuable support of the MoNE Directorate General of Basic Education. Realized with the cooperation of our ministry, our project will reach students all around the country in the next five years.

The content of our project was prepared with the aim of making it the most comprehensive and sustainable healthy nutrition project in Turkey. Our key message is that you can eat everything as long as you establish a balance. "All you have to do is learn to balance." Our "Balanced Nutrition" Education Program reached 400,000 students, teachers and parents at 200 schools during the 2012-2013 academic year. We are happy to have reached 1 million students, teachers, and their families at 500 schools during the 2013-2014 academic year.

For this year's Balanced Nutrition project, we cooperated with the director of Life Long Learning Center of Hacettepe University, Hünkar Korkmaz, M.D., PhD, and compiled three different textbooks for teachers to instruct students in the second, third, and fourth grades, which included all the educational materials in the project.

H. Tanju Besler, M.D., PhD and member of our Science Committee, coordinated the launch of a new project in cooperation with the Nutrition and Dietetics Departments in Ege University and Erciyes University, two of Turkey's universities. The project, which will be a first in Turkey, will help gather reliable data for the Balanced Nutrition Project, allow students to practice their professional knowledge and skills in the field, create a space for them to improve their existing knowledge and skills, and contribute to students' learning in the Balanced Nutrition Project due to their background in science.

We began a new partnership this year to fulfill one of the needs of the Balanced Nutrition education program. The Balanced Nutrition educational project team contracted Warner Bros. for a ten-episode cartoon animation production to enable students to learn the goals of the project in an entertaining way.

The Sabri Ülker Food Research Foundation achieved another first in 2014, as it set out to find a project that could be carried out in the field of Food, Nutrition, and Healthy Living. Gülay Bayramoğlu, M.D., PhD, received the Sabri Ülker Science Award for her project in the field of food safety.

We examined the relationship between healthy living and nutrition at the Nutrition and Healthy Lifestyle Summit, organized for the second time this year. Gökhan Hotamışlıgil, James S. Simmons Genetics and Metabolism Professor at the Genetics and Complex Diseases Department of Harvard University and Director of the Sabri Ülker Center, attended the meeting along with prominent scientists to discuss recent international research.

Our Foundation will continue to support public health through the partnerships facilitated by our Science Committee and continue with its scientific contribution.

Yours sincerely,

**M. Oltan Sungurlu**



## “BALANCED NUTRITION” EDUCATION PROJECT

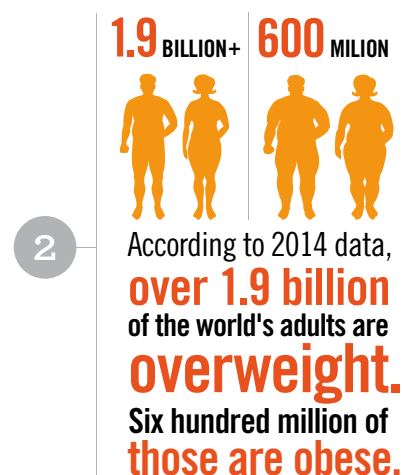
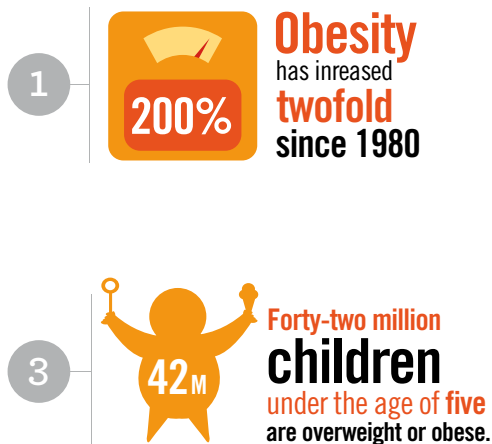
### Our Subject is Balanced Nutrition



The "Balanced Nutrition Education Project," organized by the Sabri Ülker Food Research Foundation and the Directorate of Basic Education of the Ministry of Education, reached one million children and parents after starting in four pilot cities and spreading to ten. The goal is to expand the project throughout Turkey in five years.

Inadequate and imbalanced nutrition is a global emergency and one of the greatest issues of our time. The first Global Nutrition Report, which was compiled with the participation of 193 member states of the United Nations, pointed out that obesity is as much a type of malnutrition as inadequate nutrition. The report makes the following striking statement: "Almost all the countries in the world, both rich and poor, are facing important health problems caused by inadequate nutrition, obesity, or micro nutrient insufficiency. The cost of inadequate and imbalanced nutrition is high. Deaths due to premature birth are a burden on health systems and negatively impact economic growth."

It is enough to take a look at the World Health Organization's data to realize how obesity, a type of unhealthy nutrition, has become a global problem:



Sort to refer statistics provided by H. Tanju Besler, M.D., PhD, the Director of Nutrition and Dietetics Department of Hacettepe University, reveal the necessity of nutrition education for children. Professor Besler gave a speech at the beginning of the 2011-2012 academic year, when the Balanced Nutrition Education Project first started, in which he said:

“ According to the preliminary data from 2010 Turkey Nutrition and Health Survey, 19% of children between the ages of 6 and 18 are underweight and 22% are overweight. Underweight children in the 0-5 age group make up 17%, and overweight children make up 21%. ”

Given this information and the fact that insufficient and imbalanced nutrition harms growth and the development of the brain, and that Type 2 Diabetes is now being observed in children, education on health and nutrition is even more important.

### Balanced Nutrition Project Begins

The General Directorate of Basic Education of the Ministry of Education and the Sabri Ülker Food Research Foundation together launched the "Balanced Nutrition Project," which aims to help children adopt healthy eating habits.

**Begüm Mutuş, Secretary General of Sabri Ülker Food Research Foundation, highlighted the importance of nutritional education given during childhood:**

*"Our goal is to start a cultural transformation in nutrition by facilitating the adoption of healthy eating habits in children and awareness in adults."*

Following a protocol signed in 2010 between the General Directorate of Basic Education of the Ministry of Education and the Sabri Ülker Food Research Foundation, the "Balanced Nutrition Education Project" began in the 2011-2012 academic year. The program was prepared with the guidance and support of the General Directorate of Basic Education of the Ministry of Education and the Science Committee of the Sabri Ülker Foundation. The nutritional science content of the educational program was coordinated by H. Tanju Besler, M.D., PhD, and the Director of Nutrition and Dietetics Department at Hacettepe University and member of the Foundation's Science Committee. The Director of Hacettepe University's Life Long Learning Department, Hünkar Korkmaz, M.D. and Associate Professor, organized the education program to fit the new curriculum in 2014.



The main message of the educational program, which began as one-hour sessions every week for second, third, and fourth graders in pilot schools in Istanbul, Izmir, Gaziantep, and Trabzon, is that "You can eat everything. All you have to do is learn to balance."

**Funda Kocabiyik, General Director of Basic Education at the Ministry of Education, outlined the program's goals as follows:**

***With this project, we aim to contribute to primary school children's sufficient and balanced nutrition habits, so that they can live long, high quality lives from both a physiological and psychological standpoint."***

The program reached 20,000 students in 40 pilot schools in its first year, and one million children, teachers, and parents in 500 schools in 10 cities by its third.

Experts also benefited from national and international cooperation with foundations and universities when developing the program, which teaches sufficient and balanced nutrition to children through games.



## Operation Model of the Balanced Nutrition Education Program

Training Trainers  
(Provincial coordinators)

Training the School Officials

Training Teachers at Pilot Schools

Implementation of Preliminary Test



Conveyance of content to students in the classroom setting Educational Materials: *Teachers' Handbook, Balanced Nutrition bag and magnet game Best Practice Activities*

Interactive Applications on the Website

Final Testing Measurementst

Measurement and evaluation *Feedback from Teachers and Provincial Coordinators*

### First Stage: Training Educators

The first step of the program involved training the educators who would teach "Balanced Nutrition." Educators and city coordinators selected by the City Education Directorates in the four pilot cities under the guidance of the General Directorate of Basic Education of the Ministry of Education met in Ankara. They learned up-to-date information on nutritional science from H. Tanju Besler, PhD. Textbooks, project messages, presentations, exercises and class activities were introduced to teachers.

The knowledge imparted as part of the project, which aims to teach children how to have a balanced diet and thus to help generations who will remain healthy and fit throughout their lives must be memorable. Thus, experts and educators take advantage of fun elements, games, and visuals.

For instance, the nutrition plate was re-designed as a magnet game for students participating in the Balanced Nutrition Education Project, and distributed to schools. Fun and educational games can also be found at the website prepared for the Balanced Nutrition Project, ([www.yemektedenge.org/eng](http://www.yemektedenge.org/eng)).

**“ Prof. Besler describes the content of the program as follows:**

*The content of the educational program was similar to a project designed by the British Nutrition Foundation, BNF. The program was prepared with the goal of it becoming a comprehensive and sustainable nutrition education program. Educators were trained first as part of the program. Then, we trained students in the 8-11 age group. We educate our children using presentations, exercises, cards, and posters. Interactive games and videos at the program's website, [www.yemektedenge.org/eng](http://www.yemektedenge.org/eng), also help to reinforce the information they learn. We will collect data on the program through tests designed to compare pre- and post-education development.*

”

### Nutrition Test

The Nutrition Test that Professor Besler mentioned both revealed the current situation and tests the success of the education program. The test was prepared with the support of the Department of Nutrition and Biochemistry of Hohenheim University, and the Science Committee of Sabri Ülker Food Research Foundation and is a comprehensive and scientifically backed nutrition profile programme.

It is in the form of a survey that indicates the nutritional habits of a person based on the frequency of intake of certain foods and beverages, and their lifestyle. Those who complete the test receive a score based on their eating habits, as well as score-specific suggestions.

The nutrition test revealed positive changes. According to results from the 2012-2013 academic year;

- **The intake of foods such as milk, yogurt, and multi-grain bread, the frequency of consumption of which was expected to rise, did indeed increase**
- **The intake of foods such as white bread, beverages high in sugar, and desserts, the frequency of consumption of which was expected to decline, did indeed decrease.**
- **Exercise levels increased.**

The Nutrition Test is open to everyone, not only educators or students: You can test your nutritional habits, and access comments and suggestions to improve nutritional and lifestyle habits on [www.sabriulkervakfi.org](http://www.sabriulkervakfi.org).

## “Balanced Nutrition” Expands

The Balanced Nutrition Project, which started in 40 schools in four pilot cities in 2011, expanded to 200 schools in 2012, and 500 schools in 10 cities in ten cities in 2013. This way, we reached one million children, teachers and parents.

ACADEMIC YEAR	2011-2012	2012-2013	2013-2014
CITY	4	4	10
SCHOOL	40	200	500
STUDENT	12.000	76.000	200.000
TEACHER	500	2.500	7.500
STUDENT-TEACHER AND PARENTS	20.000	400.000	1.000.000

At the end of August 2013, educators from cities that the program had just expanded to received project training, and listened to H. Tanju Besler, M.D., PhD, and member of the Sabri Ülker Foundation's Science Committee. Besler spoke about new approaches and current information on nutritional science. In September, the training program designed for teachers in the 10 pilot cities began simultaneously.

The teachers would teach students aged 8-11 about sufficient and balanced nutrition at least one hour per week throughout the academic year. They received the required educational materials and information, and began to wait for the school bell to ring to go teach children information that would guide them throughout their life.

The coursebooks were renewed for the 2014-2015 academic year and reorganized into three volumes for second, third, and fourth graders.



## I Learn About Balanced Nutrition Through Games

One of the materials educators used while teaching balanced nutrition to children with games, visual materials, and tests, were magnet plates that displayed a balanced diet.

Children enjoyed these magnet plates so much that they became the inspiration for games organized later in the program.

The games on the project's website contains information.

In one of the games, players help the main characters, Ayşe and Mert, find foods that would help them maintain the energy equilibrium.

Another game gives children clues on how to prepare a healthy lunchbox. Children prepare the ideal sandwich with choices such as bread, beverages, cheese, and tuna, choose their beverage, and prepare their lunchbox.

The balanced plate game test the children's knowledge through a game.

In other games, children learn how to prepare a Healthy Eating Plate and a balanced nutrition plan.



## Best Practices from Teachers

The General Directorate of Basic Education at the Ministry of Education and the Sabri Ülker Food Research Foundation started the Educators' Best Practices Competition to share new and creative applications designed by teachers. Second, third, and fourth grade teachers from 10 pilot cities where the Balanced Nutrition Education Program was conducted prepared presentations about applications that encouraged their students.

Teachers set out with the goal to teach children about sufficient and balanced nutrition with memorable techniques, and used several creative methods from growing a vegetable and fruit garden on the school grounds to plays, games, and meals cooked and enjoyed together.

For example Ender Tokmak, who teaches at Imamköy Primary School in Efeler in the province of Aydın, prepared a "Balanced Nutrition Application Garden" on school grounds, where he demonstrated the process of healthy eating from the field to the plate with the organic fruits and vegetables he grew in the garden.

Birol Yavuz, a teacher at Istanbul Besiktas Lutfi Banat Primary School, designed a nine-week practical education course for his students. They prepared weekly menus for children. Monday was designated as meal-days. For nine weeks, children tried different foods just as they would at home with their family, from spinach to tangy meatball soup, and those who finished their meals were given awards. The parents also joined the program, and four students presented different foods each week. At the end of the program, the children presented what they learned about sufficient and balanced nutrition to their families and friends.

Students of Rona Sonis Azitepe, from Dr. Cahit Ünver Primary School in Antalya, produced a play they wrote themselves, titled "Protein and Friends." Children played proteins, carbohydrates, fats, and vitamins in the play, each describing the role of their character in the body in a fun way. In Azitepe's presentation, every nutrient became a hero and told other students of his/her own role.

The students of Nilüfer Yılmaz, a teacher at Kayseri Mustafa Keman Primary School, joined Gökhan Şen's choir and sang a wonderful song about nutrients. The lyrics of the song's chorus are as follows:

*Is Mr. Doctor home?*

*Coughs*

*Sneezes*

*These were before we ate fruits.*

*Now we are all healthy*

*We all love eating.*

Selim Göker from Erzurum Şehir Uzman Çavuş Hakan Han Primary School, assigned nutrient groups to his students from January to May, and prepared meals with his students. Children thus had the opportunity to learn through practice about a variety of topics, from how to clean before the meal to nutrient groups that should be included in a healthy meal, and from table etiquette to post-meal exercise throughout the year.

Sibel Yıldırım, who teaches at Gaziantep Celim Alevli Primary School, designated a group of students as Balanced Nutrition police. The Balanced Nutrition Police first received training, and then aimed to inform students about sufficient and balanced nutrition through materials and nursery rhymes that they used.

Nilüfer Yılmaz, a teacher at Kayseri Mustafa Kemal Primary School, taught her students about balanced nutrition through an animation she produced.

Mevlüt Güngör of Kahramanmaraş Yunus Emre Primary School used an automobile analogy to explain nutrient groups: Vitamins are the seat belts and airbags, and nutrients with high protein and calcium make repairs. When we ingest foods high in calories, protein, fats and carbohydrates, it is as if we refueled.

The jury made up of representatives from the Sabri Ulker Food Research Foundation and the Ministry of Education selected the following teachers as best in their city:

Antalya Dr. Cahit Ünver Primary School's Rona Sonis Azitepe, Aydın İmamköy Primary School's Ender Tokmak, Erzurum Şehir Uzman Çavuş Hakan Han Primary School's Selim Göker, Gaziantep Cemil Alevli Primary School's Sibel Yıldırım, İstanbul Lütfi Banat Primary School's Birol Yavuz, İzmir Durmuş Yaşar Primary School's Serap Karaman, Kahramanmaraş Yunus Emre Primary School's Mevlüt Güngör, and Kayseri Mustafa Kemal Primary School's Nilüfer Yılmaz, Trabzon 100.Yıl Primary School's Huriye İlik.

Teachers received their awards from Funda Kocabiyyık, General Director of Basic Education at the Ministry of Education.



## "Balanced Nutrition" Pictures from Students

Students depicted what they learned in "Balanced Nutrition" classes throughout the year, and how they applied what they learned to life, in the painting contest organized as part of the project. Children's artwork included magnet plates, which they used to play through games, happy children who had balanced diets, and colorful foods that are parts of health nutrition.

The following students depicted healthy nutrition best in their paintings:



**Antalya**

- Mehmet Şevki Ateş**  
Aksu Primary School 3/B
- Emin Sefa Paşaoğlu**  
Güngör Gencer Primary School 2/B
- Zeynep Berra İşler**  
Hacı Hafize Hakkı Saygan Primary School 2/A



**Aydın**

- Damlasu Karagöz**  
Yedieylül Primary School 2/E
- Neşe Aydın**  
Umurlu Umurbey Primary School 3/A
- Emirhan Demir**  
Cumhuriyet Primary School 3/A



**Erzurum**

- Salih Efe Gültekin**  
Dumlu Primary School 3/A
- Muhammed İkbâl Çetin**  
Celal Akın Primary School 2/F
- Neslihan Ölmez**  
İbrahim Hakkı Primary School 4/B



**Gaziantep**

- Sinem Yıldırım**  
Nizip Salih Ekmekçi Primary School 3/D
- Emre Türk**  
Şehitkamil Cemil Alevli Primary School 2/L
- Aslı Boyno**  
Şehitkamil Sam Primary School 4/B



## “Dengeli Besleniyorum” Resim Yarışması



### İstanbul

1. **Esmâ Erdoğan**  
Arif Nihat Asya Primary School 2/H
2. **Ömercan Sönmez**  
Mehmet Akif Ersoy Primary School 3/F
3. **Gülbahar Polat**  
Baki Gündüz Primary School 3/A



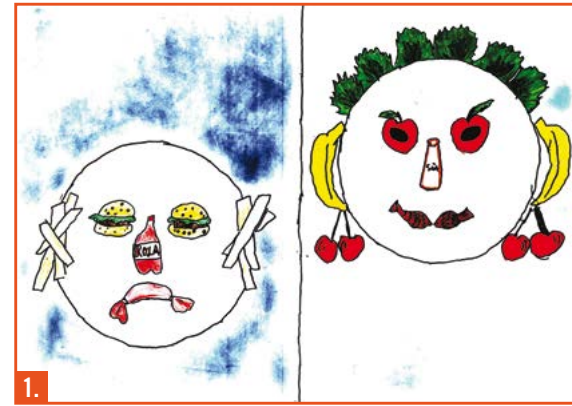
### Kayseri

1. **Beyza Vural**  
Burhan Dinçbal Primary School 3/B
2. **Sudenaz Ayyavaz**  
Sema Yazar Primary School 4/B
3. **Fatma Betül Aşkın**  
Osman Zeki Yücesan Primary School 3/G



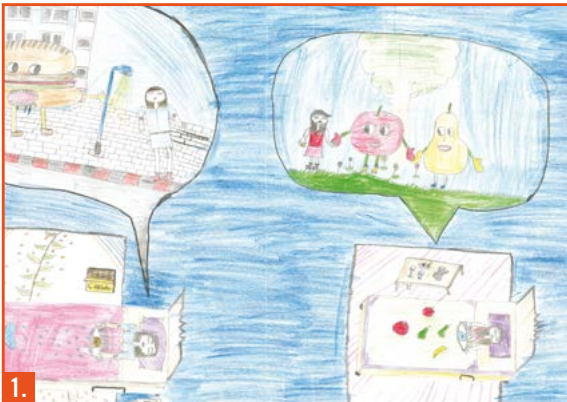
### İzmir

1. **Ceylin Kurfalı**  
N.F. Kısakürek Primary School Karabağlar 3/B
2. **Gizem Dereli**  
Ertuğrul Gazi Primary School Balçova 2/B
3. **Fatma Kanık**  
Türk Kadınlar Konseyi Primary School Buca 3/A



### Sinop

1. **Can Çetinkaya**  
Merkez Cumhuriyet Primary School 2/F
2. **Hasan Yalçınkaya**  
Türkeli İlçesi Ayaz Primary School 4/B
3. **Eray Erkurt**  
Merkez Fatih Primary School 2/B



### Kahramanmaraş

1. **Hatice Melik Kaçar**  
Onikişubat Hacı Mustafa Primary School 4/B
2. **Göktuğ Güngör**  
Göksun Yunus Emre Primary School 4/A
3. **Arife Nur Sancar**  
Onikişubat Mimar Sinan Primary School 4/D



### Trabzon

1. **Göksu Naz Atalar**  
Dumlu Pınar Primary School 2/F
2. **Beril Çakmak**  
Mehmet Akif Ersoy Primary School 2/B
3. **Beyza Miray Yıldırım**  
Aydınlıkevler Primary School 4/B



## Children and Parents Who Have Balanced Diets Are Happier

The best descriptions of the Balanced Nutrition Project come from students, as well as the parents who see the change in them.

Some, like Demir, make confessions: “Balanced nutrition is very important. I did not know about this in the past”, while others like Arda comment on the change they experienced: “Nutrients on the Healthy Nutrition Plate made me stronger. They are good for me. They make me relaxed. They are very healthy too. They also give me energy. I couldn't score baskets before and now I can”. Another confession comes from Murathan: “After this project, I can now eat white beans.”.

As many students who now willingly eat foods they would not have touched in the past after learning of their benefits pointed out: “We need foods of every colour.”.

Based on the information they have learned, there are students like Bora, who says, “We will be healthy if we eat foods of every color daily. Nature has everything we need,” or Emre, who states, “It is not enough to eat a balanced diet. We also have to exercise. If we do both simultaneously, we will not get sick.”.

Parents also provided interesting anecdotes about the change in their children, who in the past would not even have a spoonful of the meals the parents had prepared with great effort.

The change is so dramatic that some children now want to have a say in the family's grocery shopping habits, and share what they have learned with their families and guests.

Here are a few of those interesting moments, as told by families:

### Serra's mother, Dilek Çetin:

“We began to prepare more vegetable dishes at home. We began to consume fruits as snacks. It gives us great happiness to see her come home and retell what she has learned with enthusiasm.”

### Derin's father, Murat Akbel:

“He began to share what he knew about calories. He told us that some foods needed to be eaten for benefit. He began to eat some dishes he used to approach with prejudice. Chickpeas and bulghur rice, for instance.”

### Doğa's mother, Özlem Yüksel Erkek:

“She wanted me to buy broccoli, cauliflower, artichoke, and spinach. She was very insistent that we buy all of these things.”

### Irmak's other Devrim Göbel:

“Irmak began to ask more questions after their balanced nutrition exercises. When she began to come home and tell us what she had learned, our communication also improved, so we are very pleased. She teaches us new things sometimes. I think the project is beneficial socially and psychologically, and has a positive influence on physical health.”



### Azra's mother Ayşe Akgün:

“I think she enjoys these beneficial exercises where she learns through games and experience, in addition to classroom work. She tries to tell the new things she has learned to everybody. She puts on her tomato costume and tells our guests to eat tomatoes.”

Ayşesu's mother Gülden Taşkıran's account showed that the children who participated in the project moved from the learning phase into the expertise phase: “She discusses the calorie content of desserts or deep fried foods. She constantly reminds us of the nutritional value of fruit and vegetables.”

## Goal: Taking the Project Everywhere in Turkey

The main message of the Balanced Nutrition project was this: "You can eat everything as long as your diet is balanced. All you have to do is learn to balance." As Begüm Mutuş, the secretary general of Sabri Ulker Food Research Foundation, highlighted, it is necessary to start a cultural transformation in nutrition by facilitating the adoption of healthy eating habits in children and awareness in adults. "The goal is to expand the project from a million students and their families in two academic years to every corner of Turkey in five years, and to help all students make adequate and balanced nutrition a lifestyle in the first stages of their life.



## Balanced Nutrition Project Research Results

### Nutritional Habits and Nutrition Awareness of Students

Educational activities in the Balanced Nutrition Project were planned to determine the effectiveness of training programs. Pre-test surveys conducted before the education program helped determine existing nutritional habits, and the post-test revealed changes in habit.

This way, the following were achieved:

- The effectiveness of the education program was measured
- The rate with which the program built new habits was determined
- Potential subjects for future inclusion were designated
- Two methods were employed in the evaluation of the effectiveness of the Balance in Nutrition program: quantitative research (online survey) and qualitative research (focus group discussions).

An online survey was conducted across Turkey, which was followed by focus group discussions to evaluate the quantitative data qualitatively. Ten cities, where Balanced Nutrition Project has been conducting, and a total of 41,854 students who participated in the 2014 education program were represented in the survey. Distribution according to cities is as follows:

### Factors affecting the nutritional habits of students in preliminary and final tests:

- Regional nutritional habits
- Family
- School
- Family's socio-economic status
- Two-period education
- Ads / environmental influence
- School cafeteria factor
- Balanced Nutrition Education Sessions

The results of both tests indicated that students' intake amounts of certain foods changed; while the intake of some increased, that of others decreased.



In conjunction with the information presented in the education program, the following foods were consumed less frequently:

- White bread
- French fries



In conjunction with the information presented in the education program, the following foods were consumed more frequently:

- Yogurt / Milk / Low-fat cheese / Other dairy products
- Eggs
- Vegetables
- Multi-grain Bread
- Legumes
- Fish and Meat
- Raw shelled nuts
- Mineral Water

### The Program's Influence on the Exercise Habits of Students

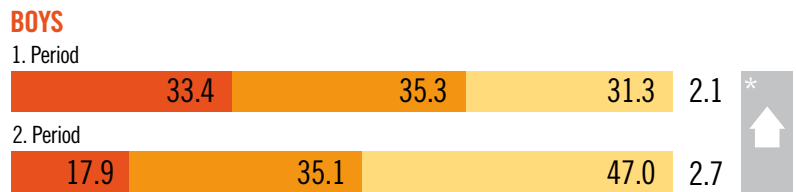
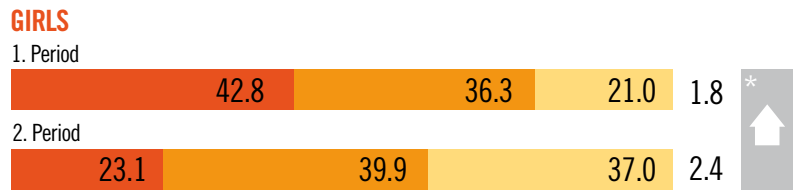
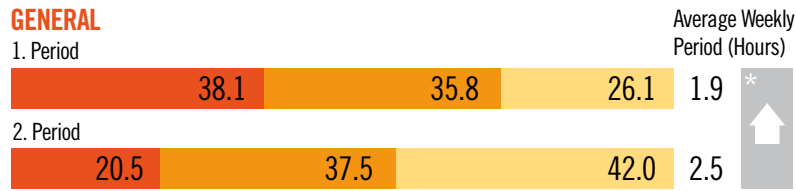
An increase in the average amount of exercise was observed following the Balanced Nutrition Education Program. It was determined that boys exercised for longer than girls.

The greatest increase in exercising times was observed among 8 year-old girls. When periods following the education program were evaluated, the results of the exercise habits of students were generally much more satisfactory.

## Exercise Status

Do you exercise?

■ Less than 1 hour per week ■ Between 1-3 hours per week ■ More than 3 hours per week



\* According to the Wilcoxon signed-rank test, there is a significant statistical difference at the 95 percent confidence level in averages.

Base General: 41.853 Girls: 21.086 Boys: 20.767 Ranked according to base

*The percentage of participants who exercised for more than an hour each week increased from 62 to 80 percent after the educational program.*

It was generally observed that the messages and targets of the project had reached the students correctly:

- There was an increase in the levels of knowledge about the consumption of yogurt, dairy, eggs, vegetables, other dairy products, low-fat cheese, multi-grain bread, legumes, and meat.
- The greatest decrease in consumption was in white bread. An approximately 14% decrease was observed in the frequency of white bread intake.
- There was a decrease in the consumption of French fries.
- The education program contributed positively to students' exercise habits. Students who exercised for two hours on average prior to the education program began to exercise 2.5 hours daily.

## Nutritional Habits and Nutrition Awareness of Teachers

A total of 2,978 teachers from ten cities where the 2014 education program was conducted were represented in the survey.



Both test results indicated that teachers' intake amounts of certain food groups changed. Teachers began to consume certain nutrients more frequently, and others less frequently.



In conjunction with the information presented in the education program, the following foods were consumed less frequently:

- White bread
- Tea



In conjunction with the information presented in the education program, the following foods were consumed more frequently:

- Vegetables
- Yogurt / Milk / Low-fat cheese / Other dairy products
- Multi-grain Bread
- Raw shelled nuts
- Eggs
- Fish and meat
- Legumes
- Fruit nectar / Fruit juice
- Mineral Water



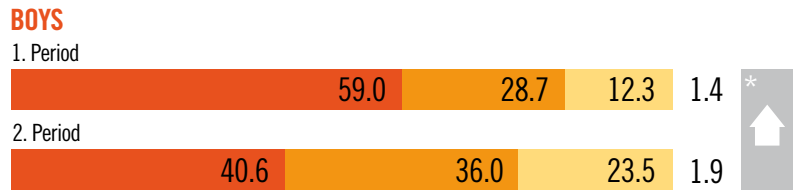
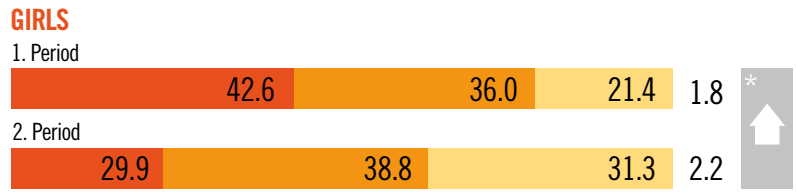
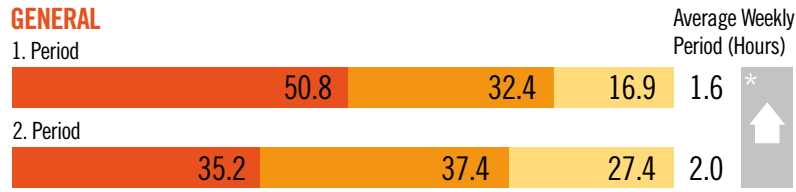
## The Program's Influence on the Exercise Habits of Teachers

The percentage of teachers who exercised for more than an hour each week increased from 49% to 65%.

### Exercise Status

*Do you exercise?*

■ Haftada 1 saatten az ■ Haftada 1-3 saat ■ Haftada 3 saatten fazla



\* Wilcoxon İşaretli Sıra Testine göre ortalamaları arasında % 95.0 güven seviyesinde istatistik olarak anlamlı fark bulunmaktadır.

Base General: 2.978 Girls: 1.494 Boys: 1.484 Ranked according to base

It was generally observed that the messages and targets of the project had reached the teachers correctly. There was an increase in the levels of knowledge of the consumption of vegetables, yogurt, other dairy products, multi-grain bread, eggs, low-fat cheese, meat, milk, legumes, and fish.

The Balanced Nutrition program facilitated the largest increase in the consumption frequency in dairy products. Indeed, the average frequency of milk consumption rose 38%. There was also a significant drop in the consumption of white bread. A 20% decrease was observed in the frequency of white bread intake.

## Nutrient Consumption Volumes and Frequency Research



The nutrient consumption frequency test (initial/final test) developed by the Sabri Ülker Food Research Foundation to determine the behavioral impact of a Balanced Nutrition education on students (before and after) has been taken one step further to a new dimension in the 2014–2015 school year, ensuring the accountability of the project. The "Nutrition Habits Research" (Nutrient Consumption Quantities and Frequency) undertaken in collaboration with the Marmara University, Ege University and the Erciyes University under the coordination of H. Tanju Besler, Ph.D., aims to determine the statistical changes in the nutritional habits of students (volumes and frequencies of nutrient consumption), their physical activities and eating behavior before and after receiving training. The research has been developed under the leadership of Esra Güneş, Associate Professor, Marmara University; Özge Küçükerdönmez, Assistant Professor, Ege University; Recı Meseri, Assistant Professor, Ege University; and Habibe Şahin, Associate Professor, Erciyes University.

The Nutrition and Dietetic Department students who took part in the research were assigned to schools in Istanbul, Izmir and Kayseri where Balanced Nutrition was implemented. The body mass indices of students going through the Balanced Nutrition training were measured; their nutritional habits were determined (consumption volumes and frequencies of essential nutrient groups before and after receiving education) and physical activities were determined. The students who took part in the research will also use the research results (expected to be completed by the end of 2015) in their thesis work.

**This project will use the food atlas and collect the following data about food and beverages:**

- Consumption Frequency
- Consumption Amount

**The following data will be collected from children:**

- Frequency of sports and physical activities
- Types of sports played
- Frequency of playing sports
- Amount of time spent playing sports each time
- Time spent inactive each day
- Demographic information
- Gender, age, body mass index.

## April 23 Cartoon Teaches Children to Eat Healthy

To expose more children to the messages of the Balanced Nutrition Project, and to teach them how to eat healthily while having fun, the Foundation gave children an enjoyable cartoon as a gift on April 23. The cartoon included the five main messages of our Balanced Nutrition Project, as well as its learning goals.

*These five main messages were developed to create a comprehensive and innovative approach to teach children about healthy eating. The foundation sought to present a sustainable framework, the main and contemporary messages of which could be spread in schools.*

### The five main messages of the Healthy Nutrition Project are as follows:

- People in different parts of the world choose different foods for meals and snacks. The total amount and types of foods a person consumes is called a diet.
- Healthy eating means having a balanced consumption of various foods on your plate.
- We need food to be active and healthy. Food provides us with the energy and nutrients our body needs.
- We need various foods for healthy nutrition, because these various foods contain different components required for health. These components are nutrients, water, and fiber.
- Being active and taking good care of ourselves is important for our health.



## Balanced Nutrition - Warner Bros. Partnership

Carried out by the Sabri Ulker Food Research Foundation and the General Directorate of Basic Education of the Ministry of Education, the Balanced Nutrition Education Project is Turkey's most comprehensive and sustainable basic nutritional education program.

During the interim evaluations, year-end meetings, and one-on-one sessions about the Balanced Nutrition Project, it was decided that a cartoon animation would be effective in conveying the project effectively to students.

The Balanced Nutrition educational project team contracted Warner Bros. for a ten-episode cartoon animation production project for students to learn the five main and 22 learning goals in an entertaining way. We wanted the children attending the balanced Nutrition Education program in the next academic year to learn the five main messages while having fun through Looney Tunes and Warner Bros' other cartoon characters.



As of the second half of the 2014-2015 academic year, Balanced Nutrition Education Project will present attending students with enriched content. Through the cooperation between the foundation and Warner Bros., short cartoon animations featuring Looney Tunes' well-loved characters such as Bugs Bunny, Tweety, Sylvester, Daffy Duck, and Tasmanian Devil and conveying the principles of the educational program will provide the students with an opportunity to learn and have fun at the same time.



## 2. Nutrition and Healthy Lifestyle Summit



*Sabri Ülker Food Research Foundation's primary objective is to provide the public with accurate and reliable information on food and healthy eating habits by staying informed about scientific studies, legislation, and practices on a global scale. In the line with this goal, the foundation held the 2nd Nutrition and Healthy Lifestyle Summit at the Swissotel The Bosphorus Istanbul on May 7, 2014.*

*At the summit, internationally acclaimed and renowned scientists shared the latest scientific discoveries in healthy eating and healthy living.*

*The expert panel discussed the messages*

*that would contribute to the society's culture*

*of healthy eating*

*and healthy living.*

In the 2<sup>nd</sup> Nutrition and Healthy Lifestyle Summit, which had been organised with the participation of Mehmet Müezzinoğlu, the Minister of Health and Mehdi Eker, the Minister of Food, Agriculture and Livestock, The Sabri Ülker Science Award Competition was held for the first time. The winner Gülay Bayramoğlu, MD, PhD was presented her plaque and award for her project focusing on food safety during the summit's award ceremony.

The relationship between obesity, nutrition, diabetes, and physical activity were discussed thoroughly by the prominent scientists at Sabri Ülker Food Research Foundation's 2<sup>nd</sup> Annual Nutrition and Healthy Living Summit, which was moderated by Jülide Ateş.

Gökhan Hotamışlıgil, MD, PhD, Professor Ron Maughan, and Professor John Edward Blundell presented the most recent international studies at the summit. Gökhan Hotamışlıgil, MD, PhD, who is the Chair at the Department of Genetics and Complex Diseases at Harvard University, made his mark in medical literature with his identification of the first gene pathways linking obesity and diabetes. Professor Ron Maughan is a faculty member at Loughborough University and serves as an advisor to England's Football Association (FA), in addition to FIFA. Professor John Edward Blundell, who is a faculty member at the University of Leeds, is one of the most highly cited researchers in the science of appetite regulation, energy balance, and physical activity.

In addition to the scientists, both Fenerbahçe star Dirk Kuyt and Ali Ülker, Vice Chairman of the Yıldız Holding Board of Directors, participated in the healthy living panel.

"The Physiology of Food Intake and the Health Effects of Physical Activity" was the main topic at the 2nd Annual Nutrition and Healthy Living Summit. Following the opening speech by Mehmet Müezzinoğlu, the Minister of Health, the first part of the summit focused on scientific messages.





In his speech, Gökhan Hotamışlıgil, MD, PhD emphasized the challenges in developing new strategies to prevent or treat diseases which have an alarming rate of increase globally. He explained that based on laboratory studies in the past two decades, the genetic origins of complex diseases such as obesity and diabetes were affected by factors that integrate cellular stress and metabolism.

“It is essential to have an insight that is based on spiritual and physical health. Our primary responsibility is to make people healthy before they get sick. The role of the food industry in healthy nutrition is undeniable. In addition to maintaining a good balanced diet, we must balance to all aspects of our lives. In light of the saying “Let the people live, so the state can live,” contributing to the healthy living of our nation’s citizens is perhaps the biggest support we can give them, or the entire humanity. In this regard, I would like to express how delighted I am to see that the Sabri Ülker Foundation has adopted an approach that supports public health, and especially the children and the youth. Thank you giving me the opportunity to state the position of the Ministry of Health. I extend my regards and best wishes to you all.”



MEHMET  
MÜEZZİNOĞLU  
The Minister of Health

”

“The consumption of food produced by others is one of the many problems people face today. It is vital for each country to have plenty of food that is sufficient, accessible, and safe for all its citizens. The ministry implements regulations, which comply with the EU standards, in consideration of the production capacity, infrastructure of the food industry and the public health in Turkey. Sabri Ülker Food Research Foundation is similar to major foundations in developed countries that raise the society’s awareness on food and nutrition by performing R&D activities and disseminating information. Including Sabri Ülker Food Research Foundation, non-governmental organizations, and professional organizations must provide enlightening information on food and nutrition to the public. The Ministry of Food, Agriculture and Livestock collaborates with the Ministry of National Education and the Ministry of Health to eliminate obesity, a major public health issue. I am very pleased to participate in this award ceremony. I would like to congratulate everyone for their efforts.



MEHDI EKER  
The Minister of Food,  
Agriculture and Livestock

”

“There is no such thing as unhealthy foods. However, there are foods that may adversely affect the metabolism due to excessive consumption. Therefore, life, food, and nutrition must always be balanced. One important issue that tips off the balance is the fact that we spend most of the day sitting due to our jobs. That is why I try taking the stairs instead of the elevators or escalators. Living an active life is very important. I believe we would have healthier and more dynamic metabolisms if we were to exercise as often as we just sit. We must teach kids good eating habits and instill basic nutritional values. In this regard, we have our Balanced Nutrition Project, which we have been adopted to Turkey thanks to the contributions of various institutions, organizations and our Scientific Committee. We manage the project jointly with the Ministry of National Education and the Ministry of Health. With the balanced nutrition training we provide at 500 schools in ten provinces, we reached one million students, parents and teacher. We also provide a training set that can be practiced as part of the curriculum. As mentioned by the Minister of Health, educating children about balanced nutrition is not enough by itself. In fact, we must achieve nutritional awareness as a society. Therefore, we will continue to support scientific studies in our endeavor of raising the awareness of the society. Actually, it all starts with shopping. The fundamental elements are purchasing the right food that is fresh, reading the expiration date and ingredients, and preferring factory packaged products. In addition, you should visually select fresh produce. Using the items that you bought, you should create the right menus and prepare the right foods based on your household needs. You must only consume the amount of calories that you can burn; for example, the energy needs of white-collar families are different from farm families. Do not add salt without tasting the food first. Salt is only needed in small quantities; therefore, its intake must be appropriately balanced. Your food should not be drenched in oil; it must be used sparingly. The focus is on balance. So, I say balance again. Balanced nutrition, balanced life.”



ALI ÜLKER  
Vice Chairman of the  
Yıldız Holding Board of  
Directors

”

“We intended to create a reasonably priced, portable and highly secure system that can provide direct diagnosis. During our studies, we came across very positive findings that we shared with the scientific community. In contemplating what else we can do with the findings and how we can put them into practice, we continued our work. I am very appreciative that my project is recognized. Thank you everyone.”



**GÜLAY BAYRAMOĞLU**  
MD, PhD  
The Winner of the Sabri  
Ülker Science Award

”

“The biggest mistake people make is to act in haste when they decide to gain or lose weight. They reduce a significant amount of their food intake suddenly with excuses such as ‘I cannot wear a bikini unless I drop 10 kilograms in six weeks’. This is just a recipe for disaster. Sugar is a complex issue; we all hear that it is bad for us. In fact, the amount of sugar intake varies according to the person’s need for energy. When used moderately, sugar is not harmful. Whereas excessive intake of sugar may not be harmful to a very active person, an inactive person will be adversely affected by the extra calories it provides. The calories burned by marathon runners primarily come from sugar since fats are not assimilated as quickly as fast sugars. We must refrain from sugars if we do not need a lot of energy or exercise. Here is the problem with the diet programs: people who go on a diet are constantly hungry and they cannot eat what they want. Actually, eating is gratifying. Therefore, limiting the food intake does not work in the long term. Not to mention, physical activity and exercise play a crucial role.”



**Prof. RONALD MAUGHAN**  
Sports and Nutrition,  
Loughborough University

”

“Food is the cheapest and most abundant source of pleasure for anyone. The food industry is coming up with delicious food ideas to attract people, who in return, divulge in the pleasures of what they eat. Following a natural nutrition plan is not a simple task when we are faced with so many food choices. We need to be careful and include a variety of foods in our nutrition plans. If we want to be healthy, we need to have the discipline to exert complete control over our food choices. What is tasty is not always healthy. You must be disciplined enough to resist the most delicious foods that are not healthy for you. Sugar addiction has become a hot topic nowadays. There are several approaches to sugar consumption. Sometimes the media presents sugar as poison, something that should never be consumed. Such approach must be avoided. Instead, the media should provide accurate information about sugar consumption and the scientists should be more sensitive about the issue. Everyone should follow specific diet plans based on their unique needs for energy from calories, which is something they should be aware of on their own. While it is easy to consume more than the required calories, people find it extremely hard to eat less.”



**Prof. EDWARD BRUNDELL**  
Chair in PsychoBiology,  
University of Leeds

”

## PANEL SESSION

### We All Want To Lead A Healthy Life, But How?

“There are no excuses for being overweight. However, we need to protect our bodies from hunger due to intermittent food intake. Protection from hunger is no longer a selective ability due to lifestyle changes in the last two centuries. Especially with the modernization of the society, we now live in an environment where our anatomies are not prepared for adapting the conditions such as constant exposure to unfamiliar food, lack of physical activity, plenty of nutrients and longer lives. Diseases stem from the inconsistencies among these conditions. Passed down from generation to generation, there is a chain of truth where everything was tested through time. Actually, what I want to point out is the inadequacy of our knowledge, that is, we are ignorant about nutritional information. Obesity is a frequently discussed issue. We still have the same genes as we had 30 years ago, but only five-to-six percent of the population was obese then. Today, the obesity rate is at 20 percent. The increase is completely related to the changes in lifestyles. We must first increase our knowledge to access the right nutrients. Instead of compulsive overeating, we must enjoy life. The secret to a long and healthy life may be revealed but you may not want to live accordingly. There is no need to take radical steps; simply add fresh fruits and vegetables to your diet, increase your water intake, and be physically active. These are the indispensable elements for not being overweight.”



**GÖKHAN HOTAMIŞLIGİL**  
MD, PhD  
Harvard University Chair  
of Department of Genetics  
and Complex Diseases

”

“Nutrition is very important for the athletes both before and after a game. I follow a special diet program under the guidance of a dietician. I try to eat healthy by consuming vegetables two or three times a day. I also drink plenty of water. However, I still have not learned all that I can about nutrition. Therefore, I try to improve myself continuously.”



**DIRK KUYT**  
Football Player,  
Fenerbahçe S.K.

”

## Sabri Ülker Science Award 2014

The Sabri Ülker Science Award Competition has been organized in keeping with the mission of "supporting research, educational programs, and other initiatives in food and nutrition."

### Sabri Ülker Science Award

The competition seeks to encourage scientists in academic, industry, and other research institutes by promoting cutting-edge scientific research on food, nutrition, and health; to benefit society by contributing to the publishing of research results; to contribute to the development of social awareness of food, nutrition, and health as well as of healthy living habits; and to support the implementation of innovative science projects that encourage a balanced diet and health lifestyle.

The Sabri Ülker Science Award supports the education of the general public on food, nutrition, and health, and the development of healthy living habits, and makes it possible to realize applicable projects that advance the field of nutritional science and encourage healthy lifestyles.



The project competition was first organized in 2014 by the Sabri Ülker Food Research Foundation with the goal to find innovative science projects in the field of "Food, Nutrition and Healthy Living," and reached a final with the award ceremony organized during the Second Nutrition and Healthy Lifestyle Summit.

Minister of Health Mehmet Müezzinoğlu, M.D., and Minister of Food, Agriculture and Livestock Mehdi Eker also participated in the summit. Gülay Bayramoğlu, M.D., Ph.D., was named the winner of the Sabri Ülker Science Award, which was held for the first time at this year's summit. Bayramoğlu was awarded 100,000 Turkish lira for her executable project in food safety.

### Sabri Ülker Science Award, Winning Project

Developing antibody and aptamer-based sensory systems through nanotechnology methods: Use in fast pathogen diagnosis in foods

***"It takes two to seven days and requires several chemicals to detect pathogens using traditional bacterial culture methods. We have succeeded in diagnosing pathogens in one hour in the work we have reported in medical literature. By integrating the quartz crystal microbalance (QCM) system into the magnetism-based diagnostic technique we have developed using nanotechnological methods, we aim to reach diagnosis times of under ten minutes. With this method, we also aim to detect pathogens and their amount in foods. We believe that our efforts in this field will contribu-***

## Publicity Activities of 2014

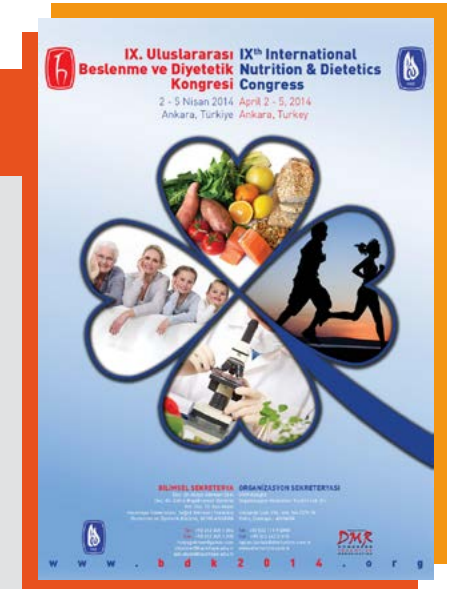
Representatives of the Sabri Ülker Food Research Foundation participate in events that overlap with our foundation's purpose to publicize our foundation and our projects. Our 2014 foundation publicity activities were as follows:

Sabri Ülker Food Research Foundation participate in publicity activities to stay informed about scientific researches, legislation and practices on national and international levels and to inform the public about the latest scientific developments and the credible information. The Foundation also share the information about their projects and follow the other organisations.

### IX. International Congress on Nutrition and Dietetics

The IX. International Congress on Nutrition and Dietetics organized by Hacettepe University's Department of Nutrition and Dietetics took place in the Sheraton Hotel, Ankara, between April 2-5, 2014. The Sabri Ülker Nutritional Research Foundation set up a stand at the congress and provided detailed information about the foundation and its projects by contacting over 900 people.

Turkey's most prominent congress in its field, the Nutrition and Dietetic Congress shared all the new scientific developments in nutritional sciences, public health nutrition, and dietetics. Particularly interesting subjects included "Nutrients and metabolic regulation," "Salt in Sickness and Health," and "Plant-based Diets: Solution or Threat?" "The Approach of Public Health Nutrition Systems to Obesity Prevention: Labeling Menus," and so on.





## April 23 "Ulker Children's Cinema Festival" in Arhavi, Artvin

Turkey's widest-reaching children's activity, Ülker Children's Cinema Festival, which takes place on the week of April 23 every year. The festival took place on April 24 and aimed to create happy moments in the lives of children by introducing them to the cinema no matter what their background.



The pre-screening of Ülker's gift to children, Ülker Children's Cinema Festival, was in Artvin's Arhavi province on this year's April 23rd - National Sovereignty and Children's Day. Hundreds of children watched the film "Frozen," screened as part of the festival program, in excitement and joy. The auditoriums were sold out at the film screening in the Çarmıklı Cultural Center. The children had fun in the festival area set up by the Arhavi Show Center before and after the screening.

The Sabri Ulker Food Research Foundation organized games for participating children with Ulker's Healthy Eating Plate magnets, as well as Healthy Lunchbox, Make-a-Balanced-Plate, and What's-in-Your-Food games on the Ulker website. Close to one thousand children had fun and learned about healthy eating.

## Fifth Nutritional Engineering Student Congress

The Fifth Nutritional Engineering Student Congress took place at Abant İzzet Baysal University on April 24 and 25, 2014. Eight hundred participants including undergraduate and graduate students and academics from various nutritional engineering departments, experts, and representatives of the food industry across Turkey gathered at the congress.



On the first day of the congress, The Foundation presented information to participants on its activities as well as the Balanced Nutrition Basic Nutrition Education Project carried out in tandem with the Ministry of Education. Foundation representatives answered several questions about its activities and the development of the Balanced Nutrition Project, and placed fliers and publications inside gift bags.

## June 6th, 2014, Dietitians' Day

Dietitians' Day was celebrated in Ankara on June 6th, 2014. The foundation representatives answered several questions about the foundation's activities and the development of the Balanced Nutrition Project, and the foundation's fliers and publications reached approximately 400 dietitians.

Speakers who presented topics such as the "Changing the Perception of Nutrition," "National Food Composition Database TurkKomp," "Effective Communication and Convincing Skills, Interviewing Techniques that Enhance Motivation" were received with great interest on June 6th, Dietitians' Day. Dietitians who completed their 20th, 30th, and 40th year in the industry received service plaques.

## Balanced Nutrition Education in Soccer Villages

The Turkish Football Federation and Ulker together hosted a total of 400 students, 120 of them girls, at the 8th Annual TFF-Ülker Soccer Villages event.

TFF-Ülker Soccer Villages have been organized annually since 2007 with Ulker's support, and have reached 4,400 children to date. In 2014, the villages were set up in Balıkesir, Erzurum, Gölçük/Izmit, Rize, Sinop, Sakarya, Nevşehir, Isparta, Elazığ, and Yozgat.

Educators who took part in the "Balanced Nutrition" Education Project organized by the Sabri Ülker Food Research Foundation offered education on balanced nutrition at the TFF-ÜLKER Soccer Villages throughout August and September. In the 1.5 hour-long education session, our foundation's educators provided children with information on sports nutrition and nutrients. Children got to have fun and learn about balanced nutrition thanks to interactive games.



## 8th International Functional Nutrients and Nutraceuticals Conference

The conference, organized annually for the past seven years by the International Foundation of Nutraceuticals and Functional Nutrients to announce scientific research on nutrient reinforcement and functional nutrients, took place in Istanbul this year with support from TÜBİTAK.

Scientists from 50 countries attended the conference, which the Sabri Ulker Food Research Foundation set up a stand and provided detailed information about the foundation and its projects.

## Health and Nutrition Biennial Istanbul

Various topics such as Nutrition Strategies, Physical Activity from the Individual to the Public, and Alternative Approaches to Weight Management were discussed in the Health and Nutrition Biennial, which was organized by Herkes İçin Sağlık Foundation and Nutrition Education and Research Foundation (BESVAK) in Istanbul on

November 13th and 14th, 2014. Sabri Ülker Foundation's General Secretary Begüm Mutuş gave a speech entitled "Investing in Our Children and the Future". Mutuş described the reference base of the Nutritional Balance Project, the cooperation with the Ministry of Education in realizing the project, and the ongoing results.



**The Health and Nutrition Biennial Declaration was delivered at the end of the biennial. The declaration, penned by**

*the participants of the Istanbul Health and Nutrition Biennial, called the public and the media to be sensitive in the following matters regarding such a vital subject as food, nutrition and health:*

*- Not to heed unfounded and unscientific information found on the Internet or in the media, or people*

*whose aims in dispersing such information is unclear*

*- to only take the institutional scientific opinion of the relevant departments of higher institutions of education, and particularly of the Ministry of Health and the Ministry of Food, Agriculture and Livestock.*

## 2. National Pediatric and Adolescent Obesity Symposium - Antalya

Sabri Ülker Food Research Foundation shared information about their projects at the symposium which took place between November 13-16th in Antalya.

H. Tanju Besler, a member of our Science Board, gave a talk about the Balanced Nutrition Project at the symposium that took place between where subjects such as physical activity and pediatric obesity were discussed.

## Info Day - Belgium

Every year, as part of the Horizon 2020 program, the European Union organizes Info Days hosted by the European Commission. In these meetings organized by the European Commission, listeners get special information on the thematic area of their study. More than 500 shareholders participate in these programs, which take place in Brussels, and get an opportunity to get to know each other and



discuss opportunities to launch joint projects. Participants include national contact points, academics, and representatives from the private sector, NGOs, and the European Commission. Sabri Ülker Food Research Foundation joined Info Day which was organized as part of Horizon 2020 in Brussels on November 21st, 2014.

This was an important opportunity to inform shareholders about the the Foundation's projects. The

Foundation began to work on establishing new partnerships.

After this meeting, we received an opportunity to apply for a Horizon 2020 project. Our project has received pre-approval, and our full application will be submitted in May 2015.

## 6. National Obesity Congress - Istanbul

Obesity and factors that cause it were discussed at the congress organized by the Obesity Research Foundation of Turkey and Turkish Diabetes and Obesity Foundation in Istanbul between November 27-29.

The Sixth National Obesity Congress in Istanbul brought together representatives from all disciplines that have the potential, insight, and skill to fight obesity, and included a new session on natural sciences as well as a training program attended by the treatment of obesity working group members of the European Obesity Foundation.





## Website, Social Media and Publications

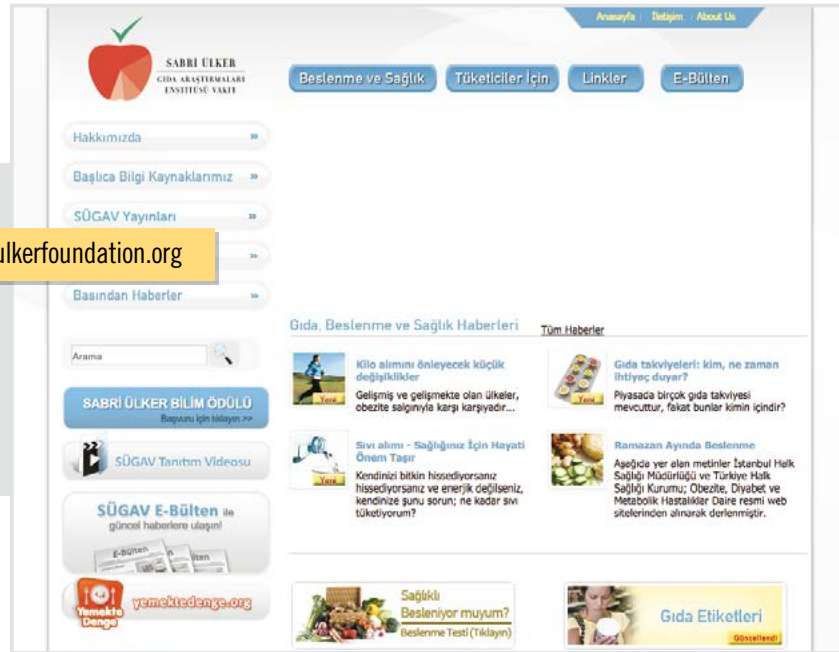
Sabri Ülker Food Research Foundation inform the public about food, nutrition and healthy lifestyles by using their website, social media and the publications.

The corporation's website [www.sabriulkerfoundation.org](http://www.sabriulkerfoundation.org) has been online since March 2011. You may enter your e-mail address using the Contact Form found on the Contact Us page to regularly receive our bulletins and the most up-to-date information shared on our web site. Our corporate web site was viewed an average of 8,000 times per month in 2014.

### Web Site

Sabri Ülker Food Research Foundation's corporate website is [www.sabriulkerfoundation.org](http://www.sabriulkerfoundation.org) has been online since 2011 March. Foundation communicates its activities and the scientific developments it obtains from trusted institutions with industry professionals, consumers, educators, and students of all ages via its web site.

An agreement was reached with the European Food Information Council (EUFIC) to publish Turkish translations of the scientific articles entitled Food Today on EUFIC alongside the originals. The Turkish translations may be viewed at <http://www.eufic.org/> by clicking the "Read FT articles in Turkish" button on the home page.



[www.sabriulkerfoundation.org](http://www.sabriulkerfoundation.org)

### Social Media

Sabri Ülker Food Research Foundation shares the credible information, shares the information from highly reputable sources including EUFIC, EFSA, FDA, FAO, WHO, ILSI, JECFA, FSA, ICDA, ADA, USDA, IFIC, BNF, BLL; with industry professionals, consumers, educators and students and the public via social media

Foundation continues to use social media tools such as Facebook, Twitter, LinkedIn and Instagram in Turkish and in English to communicate the activities it carries out.

### Social Media Accounts

<https://www.facebook.com/sabriulkerfakvi>  
<https://www.facebook.com/sabriulkerfoundation>  
<https://www.facebook.com/SabriUlkerFoodResearchFoundation>

<https://twitter.com/sabriulkerfakvi>  
[https://twitter.com/SU\\_foundation](https://twitter.com/SU_foundation)

<http://instagram.com/sabriulkerfakvi>



### Publications

Healthy Lifestyles, Nutrition Diet, Physical Activity and Health, ILSI Europe Concise Monograph Series was broadcasted by Sabri Ülker Food Research Foundation. It was translated in Turkish by Prof. Dr. H. Tanju Besler.





### 2014 FOOD BULLETINS

Our foundation publishes a quarterly Food Bulletin in order to inform the public by offering scientific data obtained from reference institutions in the areas of food, nutrition, and health.

The content of the Sabri Ülker Food Research Foundation Food Bulletins published in 2014 is as follows:

#### Food Bulletin Issue 12

- Submissions for the Sabri Ülker Science Award are now being accepted
- The European Food Safety Authority (EFSA) Publishes its Scientific Opinion on the Dietary Reference Values for Vitamin E
- Learn More About Vitamin E
- A Promising Future for Vitamin D
- Vitamin D Support Program for Pregnant Women by the Directorate-General of Maternal and Child Care and Family Planning, Ministry of Health of the Turkish Republic
- The Prevention of Vitamin D Deficiency and Improvement of Bone Health Program for Babies by the Directorate-General of Maternal and Child Care and Family Planning, Ministry of Health of the Republic of Turkey
- Obstacles to Physical Activity and Getting Adolescents to Enjoy Exercise

#### Food Bulletin Issue 13

- The World Health Organization (WHO) has launched a public consultation on its draft guideline on sugar intake
- EFSA completes full risk assessment on aspartame and concludes it is safe at current levels of exposure
- The "Final Report on the Assessment of Nutritional Status and Food Habits" of the Turkish Nutrition and Health Survey 2010 has been published
- Key Highlights from TNHS 2010

#### Food Bulletin Issue 14

- Nutrition and Healthy Living Summit
- 2. Results on Childhood Obesity in Turkey Released
- Small Changes to Prevent Weight Gain
- Suggestions for a Healthy Vacation

#### Food Bulletin Issue 15

- Work on the Balanced Nutrition Education Project for the 2014-2015 Academic Year Begins
- Reducing Your Salt Intake
- Facts About Physical Exercise
- United Nations says 805 Million People Experience Hunger Globally
- Enjoyable Suggestions to Increase Fiber Intake

Food bulletins can be found at [www.sabriulkervakfi.org](http://www.sabriulkervakfi.org).

### 2014 BALANCED NUTRITION BULLETINS

Quarterly "Balanced Nutrition E-bulletins" were published in 2014. The content of the Balanced Nutrition Food Bulletins published in 2014 is as follows:

#### Balanced Nutrition E-bulletin Issue 4

- Parent and teacher opinion on the Balanced Nutrition project
- Photos from the Balanced Nutrition training program
- We learn through fun games.
- Results of the 2012-2013 Balanced Nutrition Program
- Liquid Intake and its Significance
- Practical suggestions for consuming five servings of fruit and vegetables
- Breakfast every day - A habit from childhood and onwards
- Balanced Nutrition Materials

#### Balanced Nutrition E-bulletin Issue 5

- Fruits and Vegetables Group
- Fun suggestions to help children enjoy fruits and vegetables
- Daily intake of food groups Fresh fruits and vegetables
- Balanced Nutrition activity calendar
- School visits
- Balanced Nutrition Contests
- Comments from teachers who work at the schools we have visited

#### Balanced Nutrition E-bulletin Issue 6

- Results of the Balanced Nutrition "I Have a Balanced Diet" Painting Contest
- Award Ceremony of the Balanced Nutrition - "I Have a Balanced Diet" - Painting Contest
- Results of the Balanced Nutrition Teachers' Best Practices Contest
- Best Practices Contest Award Ceremony
- Striking Results of Childhood Obesity in Turkey
- Balanced Nutrition Plate
- Liquid Intake has vital importance for your health

#### Balanced Nutrition E-bulletin Issue 7

- Work on the Balanced Nutrition Education Project for the 2014-2015 Academic Year Begins
- Evaluation results of city coordinators of the Balanced Nutrition Training Education Project, 2013-2014 Academic Year
- Qualitative research on Nutritional Balance Education Program, 2013-2014 Academic Year
- New materials are under development for the 2014-2015 Academic Year!
- Why do children need physical education?
- Tips for parents for preparing healthy and satiating lunchboxes
- Enjoyable Suggestions to Increase Fiber Intake

Nutritional Balance e-bulletins can be found online at [www.yemektedenge.com](http://www.yemektedenge.com).



**SABRI ÜLKER**

FOOD RESEARCH  
FOUNDATION

**“EVERYTHING  
WE DO  
IS FOR A BETTER  
LIFE”**



**SABRİ ÜLKER**

**FOOD RESEARCH  
FOUNDATION**

Kısıklı Mh. Ferah Cd. Çeşme Sk.  
No: 2/4 B. Çamlıca 34692  
Üsküdar-İstanbul-Türkiye

Phone: (0216) 524 18 66

Fax: (0216) 524 25 24

[www.sabriulkerfoundation.org](http://www.sabriulkerfoundation.org)